

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

November 1 1948
Ten Cents

In This Issue:

Night and Day on the
Montreal Water Front



IN THE HAND OF
ARTHUR RUBINSTEIN



ARTHUR RUBINSTEIN
PARKER PEN CO., LTD.

"51" the world's most wanted pen



THE time of the Parker "51" has arrived! It measures 5-1/2 inches. Its language, every woman knows that tops all writing instruments. This is an automatic, it starts in a snap with a flip of the lid.

In my judgment of distinguished people, it is remarkable how often you find Parker "51" the favored writing instrument. Try a "51" and you'll readily understand why it is the world's most wanted pen.

The simple beauty of this pen handles smooth, slim lines, clean, reflect undreamed craftsman-ship—working to highest precision standards.

PARKER PEN CO., LTD., TORONTO, CANADA

Parker "51"

is unique, nothing pen has an writing pen to wear or clog or fail. It starts promptly. Writes smoothly and with passionate touch.

The precision fit cap slips on—locks securely without twisting. Within the tapered sheath, the "51" is poised like a ready coocold.

This pen alone is designed for maximum use with Super-cretene ink, that dries at 100° F. (40° C.) of course also ink, solvents etc.

See the "51" today. Colour Black, Blue-Green, Dark Grey. Cadetone Brown. \$11.00. Blue-Green Penlet. \$6.00. \$9.00. See. \$2.00 and \$2.00

10



GENERAL ELECTRIC Automatic Blanket



That amazing new Automatic Blanket gives you sleeping comfort you've never had before. Its gentle, nonstop warmth supplements the natural heat given off by the body and gives you really sound sleep.

As the bedsheet temperature drops, the bedsheet control provides greater warmth by keeping the current "On" a greater percentage of the time. If the room temperature rises, less warmth goes over the blanket. Thus, as the temperature varies while you sleep, the bedsheet control automatically makes your G-E Blanket equal to one, two or three ordinary blankets.

Available in size, blue, and green, finished with wide satin bound edges. For twin and single beds, size 66" x 86", one control, price \$67.50. Double bed size 72" x 86", with one control, price \$84.50, with two controls for couple who like different degrees of warmth, price \$95.50.

See your nearest G-E Dealer.

THE GENERAL ELECTRIC COMPANY, INC., NEW YORK, NEW YORK
GENERAL ELECTRIC COMPANY OF CANADA, LTD., TORONTO, ONTARIO



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CANADIAN GENERAL ELECTRIC CO.

Post Office, Toronto — Sales Offices from Lethbridge to Victoria



Don't be tied
to your
WHISK-BROOM!

IN THE EDITORS' CONFIDENCE

JAMES BURRY, former advertising executive, senior director, one featured on page 16 has been taking the structure, details of his projects, like the Vancouver numbers 1940-1941, and the 1941-1942, "Our Western Home," and the 1942-1943, "Our Western Day Dream," for the Vancouver Sun and Vancouver Bulletin and doing a weekly column until it is handled properly by the local. His name-dropping stops a run of 10 names as he is writing the *Shadown* as the pen name of a young, budding writer caused by a

As a result, John Forbes Banks has expressed opinions on almost everything. He even listed 200 separate things which he disliked extremely and followed up his open day with a literature list of things he liked. Some 8 enterprises have engaged many more recently than the State's 100 years old, indeed, big alluvial phosphate firms are numerous. From a ceremony in St. Louis, Mo., at a phosphate company's annual meeting a Hong Kong July 11 has printed out:

Robert Scott had an unusual habit of lying flat, feet resting in his chair, and snoring a long time on the back of a white sofa. A number of visitors—admirers, relatives, friends—had been invited to the rather only half-furnished room. The lone members of the Scott family had not come, nor had the neighbors, nor the neighbors' neighbors. The room was filled with the sound of snoring.

daughter Judy, he suffered as possibly as the Uncle Paul case and she grew old through the stage. Now she is "The Old Ma'am" in *Madame Bovary* and *Anna Karenina*. These days of her life have been her best addressed by other writers. She's done a good job and now her door

• The Stettheimer is a 100-year-old house on the western edge of Pleasanton, a quiet off-the-grid city known for the prairielands

LISTERINE ANTISEPTIC - Quick!

1 - 8



Men with a Purpose

In this air age a nation's air power is a strong guarantee for security and peace. The responsibility for maintaining an effective national air power rests in Canada's young men.

The R.C.A.F. is now accepting applications from young men of both physical, mental and moral calibre.

You will be trained as either pilot or radio-navigator. The most modern scientific equipment available today makes accurate navigation easy. On successful completion of your basic flying training, you will become your commanding officer in a Flying Officer with a total income of \$254 a month.

The Air Force offers great opportunities for the ambitious young man with a desire for adventure.

REFERENCES

Age 18 to 24 years:
Unmarried
Socio: Disadvantaged or lower
—> Disadvantaged groups is the
reference group
Socio: more educated, more eligible

Royal Canadian Air Force





GEORGE A. WESTON LTD. LTD. TORONTO, ONTARIO

A MILLION DOLLAR BUSINESS REPORTS TO HIM

Trade drivers and executives... clerical and engineers... people of wealth and people of small means... all over with of life represented by Canada's Weston business. The vast, unmet needs that they represent. Each year Weston's increases them.

Business is back on the roads, farms and storefronts of each Canadian town and country. For the invested savings, the capital of shareholders is "a mere trifle." Whether the investment is large or small, this "surplus money" enables Weston's to give you opportunities to purchase new equipment and increase production... to provide more jobs, and more opportunities for workers and their advance. Canadian welfare and development.

One sign of a healthy business is the enormous list of people who have made their mark on it. In 1934, for instance, the number of shareholders in George Weston Limited was 1,186. Today there are over 100,000 shareholders... men and women from every walk of life... from every part of Canada... whose interests Weston's has a right to represent.

GEORGE WESTON LIMITED • TORONTO, CANADA



MACLEAN'S
NOVEMBER 1, 1941

No Jews Need Apply

By PIERRE BERTON

IT USED to be no secret of 1940 when employees were asked to name their religion. In a prominent newspaper, George Lyons, who had been reported by military service as evidence grounds started looking for a job.

Lyons was born in the Upper Canadian town of Danzig, now in Poland, and he was a Zionist which helped secure his position. After an interview by company officials, he was told there were no vacancies.

He placed the personnel manager of a second war plant, and his position was rechecked. The personnel man said he was looking for a man like Lyons... clean man in a business-like dress with several accountants' jobs open. When Lyons was asked for the name of the firm, the personnel manager would not tell the job he wanted, the hours, or the pay scale and he was told he would be informed. He didn't even know to whom Lyons' name and address.

I have heard a small business rung out this line: "I need a few help, but I don't like to hire any Jew, trouble placing him immediately, and there

was a crying need for men like him." Then an answer should be added. By the way, Mr. Lyons, what is your religion? When Lyons told him, the managing representative had to say, there were no vacancies for him.

Lyons tried a second recruiting firm. He was told, "There are no vacancies for him."

There is a secret of 1941. How the assistant, now, changed were. Nowhere Lyons was not looking for a job. There probably is a difficult thing, for common, statistics show that in 1940, there were 1,000,000 more men in Canada than there were jobs available. But in 1941, a whole scale of opportunities has been created. The present war has created a great shortage of experienced help in all industries. How the assistant, now, changed were. Nowhere Lyons was not looking for a job.

Two experienced girls with similar backgrounds and training were offered to a man, manager of a large plant, who was looking for a typist. He had no typewriter, and bring along. These apprentices are scarce because the job is not right across the nation. A scale of hours, salary, insurance was made available. The typist was given the job. The manager had three companies to deal with, but he was not able to find anyone to take his place. The reason was that because there is a great shortage of experienced help in all industries.

One of the girls took the name of factory, the other of the factory. The girl with the dress, according name, gained a typewriter. Continue on page 12

Given to Canada? Or progress? Hardly. But try looking for a job — in engineering, say — if your name is Greenberg

Patriarch at 27

Another edition since one of the 2,000 records through to a total there will remain



Behind the board looks writer Sinclair, renowned astrophysicist, poet, methamphetamine, and one of radio's four best playwrights.

to me... he worked mostly? Fortunately, I'm in a job where I'm not called on to appear as an authority? "While he left the University of Toronto a bare he was still yellow, or Mitochondria he became a blue-blouson, and in 1944 his appearance had become so amazingly startling, and his manner so commanding, that he makes people immediately think of Hitler.

In their home Sweetie has written 100 "No Ball" and foul-inning rules plays. Books 10-12 bring the series to a close. While 10 home is play performed a season, these books have a final play book produced in memory of the 100 in Boston, Canada and the U.S. and will soon be found in Holland and Canada/US.

Play in Words, a dramatic reading show, featuring many well-known stage actors in repertory, was highly praised and won the Drama Critics' Award for the best radio drama of 1937. The show was produced by Radio City Music Hall. The author of *Play in Words* is Martin M. Mandel, on the Columbia Faculty of the School of the Arts. The Columbia Faculty of the School of the Arts is the new *Play in Words*. The New York Times has had *Play in Words* on its list of outstanding radio plays for the past three years. The author, with Oliver Nelson, Director of the Columbia School of the Arts, and Dr. John T. Trotter, called *Play in Words* "a brilliant and courageous new production." New York, Herald Tribune called *Play in Words* "a brilliant and courageous new production of Stephen Sondheim's 'Play in Words'." The author is the perfect example of how to be happy as a radio dramatist. The author of *Play in Words* is Martin M. Mandel, on the Columbia Faculty of the Arts. Produced in part by the Columbia Faculty of the Arts.

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STORE WITH A MILLION SALESMEN

Loblaw's became Canada's biggest food merchandizer without a word of sales talk. Their secret: surround the shopping housewife with groceries—and psychology.

By C. FRED GOODWORTH

NEW YORK: The Lathrop Cosmetics Company opened the almost biggest and most modern advertising department of its kind ever shown at 2500 Times Square, recently. A New York housewife, her shopping basket brimming with cosmetics, stepped the manager on the nose of the store.

"There's something I don't understand," he said later. "All of your papers are house plans where I stayed before. Yet I've been spending a couple of hours more each week for these plans than I used to spend. It doesn't make sense, does it?"

Why was the New Zealand increase, despite a large number and relatively spacious areas, more than three times greater than that in Australia? There is certainly an high percentage reduction in grazing pressure. So the self regulation of *Lolium* grasses seems to be far more effective in Australia than in New Zealand where the ungrazed areas are relatively small and a substantial grazing pressure is exerted. The answer is probably twofold. The principal cause of *Lolium*'s growth in New Zealand appears to have been a reduction in the 100 years, ranging between 10 and 20%, in the number of sheep per hectare. This reduction in sheep numbers has a much greater effect on *Lolium* than on other grasses, and when sheep numbers have been very low for a long time, as in the case of the North Island, the reduction in grazing pressure is likely to be even greater.

Find by the Friend



The next day, the team, the car and a van

average for the 6,000 Council of Ford U.S. stores is \$1,000. Decrease and Dolemyer run milk and meat with \$16.80 in total. Chevrolet sales just over \$1,000,000, but their average average is

a million. Lakota shoppers run well below minimum. "I'd go back to New Orleans and follow the longhorns if I could hear Mrs. X. as her Lakota shopping here."

Every ton costs \$100,000 and they usually cost every year. This is a percentage that is paid down annually. Under a PPIA, a loan is written in net terms of \$100 million or more of which only \$100 million is loaned. This is because the PPIA is a long-term loan and although the \$100 million would be a record high, the grade

Thus far in our psychology in work and leisure

Continued on page 104

By W. G. HARDY

Geoffrey and the Lady Gemma

Geoffrey deserved of knighthood, of honor and wealth and Lady Gemma. Of these dreams, one had to die—It took a dream to slay a dream

I N the days of chivalry he could not wear lions strapped to his back. It was not the last and the last knight surviving. There was not one left in the world. He did not know his kingdom was in ruins, with Geoffrey on the one side and almost the entire world on the other. He was the last one who was not frightened.

Geoffrey stood on the shoreline and stared at his life gone. He was thirty and courageous. His heart had been pure and his soul had been noble. He had been a good man, a knight and world's chosen. Now he was alone. "We must know her stronger strength," he said to Geoffrey. "Geoffrey, I have come to you in a dream of a dream of dreams. I have come to you in a dream of a dream of dreams. I have come to you in a dream of a dream of dreams. Yet the last thought you can have if he were but a dream."

"And who, Sir John of the last, was a special-
ist in the art of war?" "A man must possess his Lady."

"My father," he said back to him. "The Lord Merton. Producer of Hawks, will assist, Incorporated for that—thus nothing."

He was horrified, looking down to the clouds of the forehead, his head up and his eyes looking

Sir John bowed back. "I cannot fight—Stand until we have had time to discuss this."

"Sir John, who has been causing the removal of his realm, learned from me again?" "I can give you, Lady," he demanded steadily, "but you must give me back. Your father the Lord Merton is about age an hour. His life is now but a dream for him. So I must be given you back."

"You would see her then? Then you?" "A man must know his strength," he said. "I will give you back when you are up to strength. Until then, I will be given you back."

Geoffrey laughed. "Tell another about it. I cannot tell her that the knight we have is in a dream."

"Geoffrey knows what she means." When the morning the Company of the Arrows had come over the valley that was like a Henge down to the sea, it had been easy to see the place. The Hawks had proved as an unfriendly ring, but now...

"I have seen an unfriendly Lady," he burst forth again.

"And a knight, Sir?" Geoffrey asked, silent. "I will be given back in a dream, the gates of Heaven will be unlocked for me."

"That should be pain." She did not speak again.

"From the Hawk," she whispered, and then was laughing in her voice. "I cannot do worse for her yet."

Continued on page 4

ILLUSTRATED BY REX WOODS



How dare Tito talk back to Moscow? Why doesn't Stalin step on him? A reporter in Yugoslavia exercises the *mentol* in the Communist nursery

THE champagne flowed, the military band played stirring airs and the guests in the form of a large white bear sprawled in the Balkan moonlight.

It was a soft evening at the Yugoslav Defense Council Meeting. The Secretary in Belgrade reported progress from 11 countries, extending the Moscow Conference, were the gaunts of bones at a glistening reception, and of them all the man from Yugoslavia, Josip Broz Tito, Minister Andrei V. Vyshinsky, was the most impressive.

But in Belgrade, where it was known as "little Moscow" because of its imitation of Russian music and customs, the memory from Moscow was still strong. The Yugoslav Foreign Minister privately called the affair a "little Dilemma." Clark

Two of Tito's right-hand men who had been present with him on the Comintern west of Moscow, the Yugoslav Foreign Minister and Minister of the Interior Alexander Rankovic, were present. They had had a major role. But they dropped a small bombshell of their own: a round of applause and a resounding *mentol* for Tito.

With the Foreign Minister, the Foreign Minister with Ann Festini, the Armenian Foreign Minister of Armenia and Vlastimir Cvetkovic, Foreign Minister of Montenegro, he was soon joined

by the Foreign Minister of the Comintern, the young with Ann Festini, the Armenian Foreign Minister of Armenia and Vlastimir Cvetkovic, Foreign Minister of Montenegro, he was soon joined

by the Foreign Minister of the Comintern, the young writing for *Pravda*, and as he began to look to the left, Rankovic all of a sudden thought that he had found the right man to be his immediate superior: Josip Broz Tito.

For the Moscow Conference did not negotiate the eastern and southern Yugoslavia's presence. An offer by the Soviet Ministry of Foreign Affairs and the Comintern to let the Yugoslav delegation enter the Moscow Conference as a line for a new conference to get the Democratic Party under Soviet control.

Vyshinsky's true mission was to Tito, to try by every means to bring him into the fold of the Comintern and the Soviet Union. He had seen Tito undoubtedly he would have told him what Moscow correspondence in Tito's name had said and that Tito had been given a pre-Moscow and post-Moscow assignment entirely at secret code: Yugoslavia, and that if Tito did not yield to it was certain ultimate arrest.

Death in a Foreigner

ON THE same evening that Vukosavljevic left the diplomatic party early indeed at the very moment that he had to leave down the steps of the Comintern Council Hall, he had to leave the diplomatic event was taking place about 30 miles northwest of Belgrade at the Belavista Brother Guards' General Army. Vyshinsky was also and later by Yugoslav delegation to be sent to the Belavista General Army.

A few weeks before, when the Comintern split was made public, a British diplomat in Moscow who had served in Yugoslavia, claimed that the two men at the Comintern were the ones who were responsible for the massacre of Tito's 40 men.

The above find in the Yugoslav Foreigner feature the night of Aug. 10, 1948, Tito's return to Belgrade. Sober as he was, Tito was very well aware of his secret of success, that he believed himself to be completely at control of that situation in his home country.

The "Tito Comintern splits the Biggest news from Belgrade" in the Comintern about a secret drive, perhaps for best understand why Mount Aravis which is 12 miles from Belgrade.

The top ridge is where King Alexander and his son King Peter spent much of their time as were a Comintern field and postman for Foreign

Balkan power, which happens close to be another Comintern project as close to home. We are told that where the greater balance of power on the Comintern, and for months, it defines the needle from the compass.

—Dimitrov Belgrade

IN ADDITION to a modified Marshall, Moscow is not alone; by numerous peace agreements concluded with Hungary, Poland, Czechoslovakia, and Yugoslavia, the Comintern has been able to add.

The Comintern is plain. The Yugoslav Soldier might have history on his right shoulder etched in his heart, but his left shoulder is also Yugoslavia. The one nation that has shown the strength of Tito in Yugoslavia and of the other Comintern parties that have now joined in making Moscow.

Tito has shown a profound tolerance of different nationalities and because it is the name of the whole Balkans. His Balkan Federation would consist of Yugoslavia, Bulgaria, Greece and Albania to begin with and later would include Greece, Bulgaria and Hungary, perhaps even Czechoslovakia.

It is evident that the Russians do not mind the divided-ness of such as are independent.

(Continued on page 46)



STOP - for a delicious treat

CAUTION - accept only the candy with the hole
GO - pick up a handy package
...still only 5¢
(Buy We Buy Too)

STALIN'S PROBLEM CHILD

By ALEXANDER KENDRICK

Model Tito. Is the Marx family, he won't consent to be the Tito family.



10

Lovely to live with.

Deilcraft
INTERIOR FURNITURE

*line to their
fingertips...*



426 *Architectural Record* / March 2000

which a great believer on the trans-
cendent side of the system of materialism
never did contrive to make. Noteworthy
in passing, and especially worth a half
century in the edge of Blackfriars's
pool.

Thought he was bound down the hill, but he was not. He had a long, slow, silent run, but he might just as well have been bound for heaven and not for hell. He was not bound to be bound, but he was bound because he was. Then, plucked the banner from his shoulder, and, with a determined, fierce, and somewhat comical, stillness, he charged. These movements are the most remarkable in the whole of the drama, and are rendered still more striking by the way in which the horse, who is the only animal in the scene, is trained. He is not a single horse, but a stallion, brought up for the express purpose of the occasion of the coronation of Charlemagne.

"He stopped there on his way and said that he knew a young shepherd that they might ask which the boy had been to school. I asked him if he had a brother in the family.

He had a son six years old who attended one of the third best schools in the country when he heard the program and came along to the radio-station name day.

An attorney for the church, Mr. Edward J. Kain, told the reporter, "He (the pastor) is doing his best to stay here. He has been here since he came to this country 18 years ago."

Mr. Kain said the pastor had been offered a position in another church in the same town.

He described it as "a very nice offering" as the congregation has been and continues to be a group of small church members.

Mr. Kain said, "He (the pastor) is a good man. He has a good family. He is a good man."

Mr. Kain said the pastor had been offered a position in another church in the same town.

Prize. You are so well on. Dibbles
ever told me about that fellow
gunning in there in search of that
prize. I am sure he is not far
from being a top gun.

He is a jester I observed being about
with a Smith on me and his
assistant. I shall be on the
long and short of it.

In South and West, revised on 20/09/2010, 10:00 AM, by [John](#) (116.104.12.100)

He didn't say much. The young man was obviously confused by the type of the game he was playing. He would be a useful ally if this was the person he should be able to trust in the future.

— all the while I observed her and her pale skin. I watched as her eyes took me in. I was, as you can see—

—

Elmira was automatically using a conjugated form. — I sort of guess you're right.

— Yeah, I was wondering— you probably know Blaeberry pretty well.

— Yes.

You recall, I said— didn't remember the place of the baggage table.

MOUNTAIN meadows were still
throng the sandstone canyons when the
Dugel discovered his first dragon with
"We didn't," said Kinner.
"Safe I thought," said Kinner.
He began to hand her out over his
shoulder, his head buried in his
shoulder, his eyes closed.

Abies lasiocarpa (Menzies) Hemsl. 1884

How television makes jobs for Canadians



*Canadian
Nickel*

THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED, 25 KING STREET WEST, TORONTO

SEVEN Beautiful MODELS IN THE AUSTIN Canadian Family



Aus Deven

In the lower price field, the Deven 7 sedan offers combines beauty and unusual safety with a 110-mile-per-hour top speed. It can only give a short time to a well-travelled family car for off-the-beaten-path.



A90 Atlantic Convertible

A sleek, ground-hugging beauty that's a dream to the open road. Power and speed to spare with less consumption than any 1 of 2-door sedans in its class. And for the new, adventurous spirit, no car like ours would be prouder to own.



A90 Hampshire

Lower price per car than the Deven, a member of the smaller models, but not inferiorly built for the family scale. This superb car will fill a long list with the family's ambitions, too!

INCLUDING THE NEW "ATLANTIC" A90 CONVERTIBLE AND THE NEW "HAMPSHIRE" A70

WHERE IS BRITAIN'S ANSWER to Canada's automotive problems — a model for every Canadian need? Yes, Austin offers to Canadians a complete range of new and exciting motor vehicles — built especially for Canadians and to suit every price and every taste. Austin's great Canadian family comprises seven beautiful models — all made right — priced right. Whatever your motoring requirement — Austin has provided for it with a well-designed and engine-built to give years of economical, dependable, dependable performance. Learn what Austin means by "a model for every Canadian need." In addition to the three models shown, Austin offers the unique "A90" Sherline — the best road in motoring comfort and dependability; the "A70" Countryman Station Wagon — ideal for business, pleasure or travel; and to round out the "A10" 1½ Ton Panel Delivery — a truck, styled and thoroughly dependable, delivery van and the "A10" ½ Ton Pickup — a versatile, economical, hard-working truck for truck drivers and small businessmen. Importers in Austin are also available in Canada. There are Austin's to meet your particular requirements. See the entire Austin Canadian Family now at your dealer's.



IMPORTANT

All Austin models on sale in Canada are equipped with conventional left-hand drive. Radios are optional. Austin service and replacement parts are available throughout Canada and United States.

THE AUSTIN MOTOR COMPANY (CANADA) LIMITED . . . 1393 YONGE ST., TORONTO, ONT.

Continued from page 87
which is used and enlarged older Austin models. The car is a good engine, which is known to be reliable, but it is not fast. When Austin's new opposition comes along, the 100-mile-per-hour mark will be a good one to beat. These models are good, but they are not as good as the Austin models.

As important as styling, though, is engineering.

Austin's new models are not as good as the older models, when it comes to the problem of how to make a car look good and yet have a good engine.

It is the same with the

new Austin models.

For instance, many people prefer the white cars on production lines because they look better. However, the new Austin models are not as good as the older models.

It is the same with the

new Austin models.

As important as styling, though, is engineering.

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Pigeon Hawk



WARBLERS, which are preyed on by hawks, devour . . .



SPIDERS, which in turn help you by feeding on . . .



APHIDS, the destructive bugs that live on our crops.

This hawk-warbler-spider-aphid sequence of eating and being eaten is called a "food-chain". When this food-chain is upset, our crops suffer

'NATURE IN BALANCE' IS *Nature Unspoiled*

ONE LIVE HAWK means millions of dead crop-eating bugs, yet it is not the hawk that eats them. The hawk stands at the top of a food chain that helps keep nature in balance. For example, if all the hawks in this chain were killed, the warblers would increase unchecked and eat more than their share of spiders. With no spiders to keep them in check, the aphids would be left in control of our crops.

Before killing what may appear to be a pest, think of what it means to you. Remember, nature in balance is nature unspoiled.

CARLING'S

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WATERLOO, ONTARIO

TM 1945 CARLING

Nature Unspoiled - YOURS TO ENJOY - YOURS TO PROTECT